

INFORMATION UTILITIES '81



MARCH 2-4, 1981
NEW YORK HILTON
NEW YORK, NEW YORK

KEYNOTE SPEAKER

Information Utilities: Myth or Reality?

Dennis J. Sullivan, Jr., Asst. Vice President, Residence Market & Product Management AT&T

11-0091 IU \$11

TRACK I - AN INFORMATION UTILITIES PRIMER

Track Leader & Moderator: Gary L. Holland, V.P., Information Systems Marketing, Inc.

Videotext: An Overview of the Technologies and Systems

Hilary B. Thomas, Sr. Consultant, CSP International

Personal Computing: The Convenient Office and Home Information Utility

Gregg Williams, Editor, BYTE Magazine, BYTE Publications

Video Media: Information Utilities From Cable Television to Videodiscs

Gary H. Arlen, Editor & Publisher, International Videotex, Teletext News

An Overview of Issues, Opportunities, and Consequences Pertaining to Information Utilities

Gary L. Holland

11-0092 IU \$25 (2 Tapes)

TRACK II - AMERICAN VIDEOTEXT TRIALS AND TRIBULATIONS

Track Leader: Edith Holmes, Corres. for Commun. & Info. Processing, McGraw-Hill World News

An Overview of American Videotext Experiments & Trials

Edith Holmes, Moderator

Total Teletext Trials at KSL-TV, Salt Lake City, Utah

Gary C. Robinson, Engineering Asst., Bonneville International Corp.

Green Thumb National Pilot Test: Its Results & Future

John L. Ragland, Ph.D., State Project Leader, Green Thumb, U. of Kentucky Coll. of Agriculture

User Attitudes

Richard Gingras, Director of Planning & Corp. Development, KCET, Los Angeles

11-0093 IU \$15

OCCLC's Viewtel — Home Information Service

T.D. Harnish, Research Scientist, OCLC Inc.

Value-Added Services

Walter Wendell, District Manager, AT&T

Interactive Transactional Banking Services

William Cornfield, Asst. V.P., Chemical Bank

Banking & Transactional Services in the Home

Christopher B. Reid, V.P., Citibank, N.A.

11-0094 IU \$25 (2 Tapes)

INTERNATIONAL VIDEOTEXT TRIALS AND TRIBULATIONS

Track Leader: Gary H. Arlen

An Overview of International Videotext Trials & Operational Systems

Moderator: Gary H. Arlen

Broadcast Teletext Experiences in the U.K.

Peter Hutt, Principal Engineer, Experiment Dept., Engineering Div., Independent Broadcasting Authority

Project IDA: A Total Information Utility Network for the Office & Home

Iain G.B. Grant, Mkt. Devel. Mgr.-Project IDA, Manitoba Telephone Sys.

French Videotext Experience

Roy Bright, Managing Director, Intelmatiques

Datavision: The Swedish Viewdata Trial

Ulf Jonstromer, Pres., AU Systems Network

11-0095 IU \$22 (2 Tapes)

Telidon Technology And Its Promise

Moderator: Gary H. Arlen

David J.L. Hughes, General Manager, Computer Communications Group, British Columbia Telephone Ltd.

Antiope: France's Teletext Service

Gary D. Rosch, Staff Counsel, Antiope Videotex Systems

IVS: The Flexible & Responsible Host

J. Christopher Horrocks, President, Aregon Group Inc.

Prestel International in the United States

Richard H. Veith, Ph.D., Mgr., Video Info. Sys., Logica Inc.

11-0096 IU \$15

TRACK III - PERSONAL COMPUTERS: THE PIPELINES OF INFORMATION UTILITIES

Track Leader: Christopher Morgan, Editor-in-Chief, BYTE, On-Computing

Gaming One's Way Into Personal Computing Panel

Moderator: Christopher Morgan

Gaming: The Real Reason For Home Computer Purchases

Steve Wright, Marketing Software Mgr., Atari - Consumer Div.

CASSETTE ORDER FORM ATTACHED

Mattel's Intellivision: The Coming Together of Electronic Gaming & Personal Computing

Richarg Hoag, V.P. — Sales, Mattell Electronics

Gamenet: A Scenario for Future Interactive Games

Robert W. Lucky, Dir., Electronic & Computer Sys. Research Labs., Bell Laboratories

Fantasy Simulation Games: The Electronic Novel

Albert Vezza, Sr. Research Scientist, Lab. for Computer Science, M.I.T.

11-0097 IU \$15

Personal Computing Today and Tomorrow Panel

Moderator: *Christopher Morgan*

Personal Computers: The Evolving Consumer Market

Conrad C. Jutson, V.P., Sales & Marketing, Personal Computer Div., Atari, Inc.

Creating a Mass Market for Home Computing

John Shirley, V.P., Computer Div., Radio Shack

Personal Information Management: Examples and Trends

Dale W. Ross, Product Marketing, Personal Computer Sys. Div., Apple Computer Inc.

Tomorrow's Personal Computers: What Will the Future Hold?

Portia Issacson, Pres., Future Computing Inc.

11-0098 IU \$27 (2 Tapes)

Personal Information Networks Panel

Moderator: *Christopher Morgan*

Personalized Information Access Through the CompuServe Information Service

Richard A. Baker, Public Relations Coordinator, CompuServe, Inc.

The Source: Developing Informational Databases for the 24-Hour Consumer

Bettie Alexander Steiger, V.P., Info. Resources, Source Telecomputing Corp.

Dow Jones Information Services — The Business and Financial Information Utility

Tim L. Turner, Dir. of Marketing, Info. Services, Dow Jones Inc.

Online Search Services: Professional or Personal Information Utilities?

Roger K. Summit, Ph.D., Managing Director, Lockheed Info. Systems

11-0099 IU \$22 (2 Tapes)

TRACK IV - VIDEO MEDIA: INFORMATION UTILITIES ON SCREENS, TAPES, AND DISCS

Track Leader: *Alan P. Brigish, Pres., Info. Sys. Marketing, Inc.*

Moderator: *Martha Johnson, Research Analyst, Natl. Telecommunications & Information Admin.*

Strategic Planning for the New Electronic Media

Alan P. Brigish

11-0100 IU \$10

Television: The Familiar Medium and Its Potential for Change

William Harvey, Editor, Media Science Newsletter

11-0101 IU \$10

Advertising Through Information Utilities

Robert D. Burgener, Consultant

11-0102 IU \$10

Consumer-Oriented Cable Services Through TOCOM Technology

Michael R. Corboy, Pres., TOCOM, Inc.

11-0103 IU \$10

QUBE

Sharon E. Arthur, Dir. - Business Development, Warner Amex Cable Communications, Inc.

11-0104 IU \$10

Selecting Models for Interactive Cable Services

William A. Lucas, V.P. for Corp. Development, Source Telecomputing Corp.

11-0105 IU \$10

Videocassette Recordings: An Overview of Where It Is and Where It's Going

Bruce Apar, Editor/Co-Publisher, Video Magazine

11-0106 IU \$10

Videodisc: Information Utility on a Silver Platter

Bill Mount, V.P.-Programming, DiscoVisions Associates

11-0107 IU \$10

Human Factors in Varying Conferencing Environments

Jacques F. Vallee, Chairman, Informedia Corp.

11-0108 IU \$10

Videoconferencing and VIDEONET

Gary Badoud, Pres., VIDEONET

11-0109 IU \$12

TRACK V - INFORMATION UTILITIES: OPPORTUNITIES AND CONSEQUENCES

Track Leader: *Robert T. Quinn, V.P.-Ancillary Business Devel., Warner-Amex Inc.*

A Technology Assessment of Videotext Systems

John Tydeman, Research Fellow, Inst. for the Future

11-0110 IU \$10

Economics of Old and New Databases for Tomorrow's Information Utilities

Michael Tyler, Pres., CSP International

11-0111 IU \$10

The New Utilities: Who will Share in the Information Sweepstakes and Why

Mark Foster, Pres., Microband National System, Inc.

11-0112 IU \$10

Consumer Information Habits

John Carey, Greystone Communications

11-0113 IU \$10

Microelectronics — Implementing the New Technologies: Promises and Problems

José Marie Griffiths, Ph.D., King Research

11-0114 IU \$10

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Information Utilities and Wall Street Panel

Moderator: *Robert Metz*, Financial Columnist, N.Y. Times - Financial Section

Future Stocks

Robert Metz

More Futility Than Utility

Harold Vogel, Vice President, Merrill, Lynch Pierce Fenner & Smith

Tax-Exempt Bond Financing of Computers, Telecommunications and Other High Technology Facilities

Fred M. Greguras, Attorney at Law

11-0115 IU \$15

A Framework for Examining Database Opportunities

Stanley R. Greenfield, Publisher, Corporate Director

11-0116 IU \$10

Information Utilities and Advertising Panel

Moderator: *Robert T. Quinn*, *Peter Lemieux*, Kalba Bowen Associates

New Media and the Changing Economic Structure of Advertising

Peter Lemieux

Videotext: Its Role and Relationship to the Advertising Industry

Lee R. Greenhouse, Dir. of New Electronic Media Programs, Link Resources Corp.

Presenting a Product Through and As an Information Utility

Robert D. Burgener

Information Utilities and Their Direct Marketing Applications

John J. Pollock

11-0117 IU \$15

Information Utilities Impact On Publishing Panel

Moderator: *Gregg P. Skall*, Partner, Blum and Nash, Attorneys-at-Law, former Chief Counsel, National Telecommunications and Information Administration

The Transition From Print To Electronic Publishing

Richard J. Levine, Editorial Director, Information Services, Dow Jones Inc.

Newspapers & Cable: The Trial in the Marketplace

Richard A. Myers, V.P. for Newspaper Operations, Ottaway Newspapers Inc.

Publishing the News Through an Interactive Medium

Elizabeth Loker, V.P., Planning and Advanced Systems, Washington Post

Electronic Publishing and Its Implications On Newspaper Unions

Robert J. Hagen, Minneapolis Tribune

11-0118 IU \$27 (2 Tapes)

Intermediary & End User Impact Panel

Moderator: *W. David Penniman*, Ph.D., Dir. - Development Div., OCLC Inc.

Public Information Utilities

John Sehnert, Regional Marketing Rep., Source Telecomputing Corp.

Bibliographic Utilities

Emily Gallup Fayen, Director, Online Pilot Project, Dartmouth College Library

Computer Service Utilities

Ann Hardy, V.P., Applications Products Div., Tymshare Inc.

Reactants: *Kathleen S. Bingham*, Exec. V.P., FIND/SVP

Ward Shaw, Exec. Dir., Colorado Alliance of Research Libraries

11-0119 IU \$22 (2 Tapes)

TRACK VI - TECHNOLOGICAL CONFLUENCE AND CONFLICT

Track Leader: *Colin K. Mick*, Ph.D., Dir. of Research, Decision Information Svcs.

The Confluence of Communications Technologies: Synergistic or Antisynergistic?

Colin K. Mick

11-0120 IU \$10

New Information Technologies: Delivery and Display

Christopher S. Weaver, Chief Scientist & V.P. for Science & Technology, National Cable TV Assoc.

11-0121 IU \$10

Teletext and Viewdata — Conflict or Complement?

David M. Simons, Pres., Digital Video Corp.

11-0122 IU \$10

Telematics

Kenneth M. Friedman, Ph.D., Dir., Policy Coordination & Support Div., Policy, Planning and Evaluation, Conservation and Solar Energy, U.S. Department of Energy

Maxine Savitz, Ph.D., Deputy Assistant Secretary, Conservation and Solar Energy, U.S. Department of Energy

11-0123 IU \$10

Coexistence, Collision or Confusion: Assessing the Role of New Technologies

Martin Elton, Professor of Interactive Telecommunications, NYU School of the Arts

11-0124 IU \$12

How Will People Interact With New Technologies?

Thomas H. Martin, Associate Professor, School of Information Studies, Syracuse Univ.

11-0125 IU \$10

Advanced Communications Systems

R. Gary Burke, Exec. Product Manager, The Western Union Tele. Co.

11-0126 IU \$10

Intelligent Information Retrieval for the 80's

A. Terrence Easton, Pres., Easton Res. & Devel. Co.

11-0127 IU \$10

Computer Graphics: Markets and Trends

Jerry Borrell, Researcher, Congressional Research Service, Library of Congress

Trends and Future Developments

Jerry Borell

Overview of the Technology

Eric Teicholz, Assoc. Prof. Dept. of Agri., Assoc. Dir. Lab. for Comp. Graphics, Harvard Univ. Grad. School of Design

How Videotext Implements Digital Display

John C. Smirl, Dir. Applications Devel., Dept. of Communications, Ottawa, Ont., Canada

Television's Use of Computer Graphics

Peter Black, Pres., Xiphias

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TRACK VII - INFORMATION UTILITIES AND THEIR POLICY ISSUES

Track Leader: *Michael F. Cavanagh*, Pres., Cavanagh Associates

New Technical Standards and Public Policy Panel

Moderator: *Michael F. Cavanagh*

Teletext and Viewdata Standards Issues in Cable Television

John Lopinto, Mgr., Technology Devel., Time Video Group

Canadian Standards in an American Venue

John C. Smirl

The CBS Initiative in Standards Development

William T. Nichols, Dir., Advanced Systems Devel., CBS Television Network

When Should the Government Set Standards?

Richard M. Neustadt, Former Assoc. Dir., Domestic Policy Staff, The White House

11-0129 IU \$22 (2 Tapes)

Public Policy for the New Media Panel

Moderator: *Michael F. Cavanagh*

Developing New Media Policy Within the Executive Branch

Vincent Sardella, Mgr., Intergovernmental Syst. Program, Dept. of Communications, Nat'l Telecommunications & Information Admin.

The Newspapers' Stake in New Information Delivery Systems

Kathleen Criner, Dir., Telecommunications Affairs, American Newspaper Publishers Assoc.

Crossing Regulatory Boundaries — Problems of Developing Multi-Mode Information Services

Paul I. Bortz, Managing Partner, Browne, Bortz & Coddington

Where Will AT&T Stand in the Age of Information Utilities

Carol D. Earle, AT&T - Marketing

Canada's Approach to New Media Policy

Iain G.B. Grant

11-0130 IU \$27 (2 Tapes)

Electronic Media Policy and the Public Interest Panel

Moderator: *Michael F. Cavanagh*

New Social Relationships In an Electronic Age

James B. Rule, Professor of Sociology, SUNY - Stony Brook

Government Information Policy and the New Technologies

Jane Yurow, Sr. Policy Analyst, Nat'l Telecommunication & Information Admin.

Government & the Private Sector in the Information Business: Conflict or Cooperation?

Robert S. Willard, V.P., Government Relations, Information Industry Assoc.

Electronic Media Policy and the Publishing Industry

Carol Risher, Staff Dir. - Copyright & New Technology, Assoc. of Am. Publishers

Copyright Laws — Will They Be Effective In An Information-Oriented Society?

L. Clark Hamilton, Col. USAF, Chief, Special Sys. Div., Defense Intelligence Agency, Dept. of Defense; former Deputy Register of Copyrights, Library of Congress

11-0131 IU \$22 (2 Tapes)

TRACK VIII - "NOW THE FOLLOWING COMMERCIAL..."

Track Leader: *Mark Plakias*, Dir. - Videotex Programs, Link Resources Corp.

Zork

Albert Vezza, Sr. Res. Scientist, Lab. for Computer Science, MIT

11-0132 IU \$10 (NOT AVAILABLE)

The International Viewdata System: Responsible & Responsive

J. Christopher Horrocks, Pres., Aregon Group Inc.

11-0133 IU \$10 (NOT AVAILABLE)

CADRE: Online Management for CATV Systems

Joseph A. Mannino, Marketing Director, CADRE Div., Applied Data Research, Inc.

11-0134 IU \$10

The Electronic Encyclopedia

Frank Greenagel, Ph.D., Pres., Arete Publishing Co.

11-0135 IU \$10

Page America Communications

David A. Post, Pres., Page America Communications, Inc.

11-0136 IU \$10

SDC® Search Service: New Features in Bibliographic Retrieval

Celeste Silvers, Regional Customer Serv. Manager, SDC® Search Service

11-0137 IU \$10 (NOT AVAILABLE)

Comp-U-Card

Richard A. Sandberg, Pres., Comp-U-Card of Am., Inc.

11-0138 IU \$10

Prestel International Launching the World's First International Viewdata Service

Adrian Noad, U.S. Manager, Prestel International, Logica Ltd.

11-0159 IU \$10

Growing Opportunities in Electronic Mail and Messages

Moderator: *Michael F. Cavanagh*, Pres., Cavanagh Associates

Ted Meyer, Sr. Scientist, Bolt, Beranek & Newman

William R. Cummings, Asst. Postmaster General, Planning Dept., U.S. Postal Service

William von Meister, Pres., Creative Associates

11-0140 IU \$15

Teleshopping... The Advent of Armchair Purchasing Power

Moderator: *Gregg P. Skall*

Richard A. Sandberg, Pres., Comp-U-Card of Am., Inc.

Shimon Awerbuch, Chief Economist, N.Y. State Consumer Protection Board

John J. Pollock

11-0141 IU \$15

The Automated Office

Moderator: *Alan S. Linden*, Head - Office Sys., Congressional Res. Serv., Library of Congress

Barbara Lawrence, Head, Info. Services Unit, Res. & Environmental Health Div., Exxon Corp.

Patricia J. Goninan, Management Analyst, U.S. Dept. of the Army

N. Dean Meyer, Research Director, The Diebold Automated Office Program, The Diebold Group

11-0148 IU \$27 (2 Tapes)

Videotext — Business Challenge and Opportunity

Moderator: *David M. Simons*, Pres., Digital Video Corp.

Haines B. Gaffner, Pres., Link Resources Corp.

David M. Carlisle, Pres., Infomart

Ernie Martin, Dir. of Research, Cox Broadcasting Corp.

11-0149 IU \$22 (2 Tapes)

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